

Web Browser Interest Terms**ABSTRACT OF THE DISCLOSURE**

A web browser enhancement determines keywords that are of interest to the web browser user, with the interest terms thereafter being available to other programs for use in assisting the web browser user in finding web content of interest to the user.

5 A master list of interest terms is presented to a user, either directly with a master checklist, or indirectly through a series of questions. User selections and answers are recorded, and a user interest term list is created and stored for later availability to other browsing programs and plug-ins.